Amendments to the Claims

This listing of claims replaces all prior versions, and listings, of claims in the application:

Listing of claims

Claim 1: (currently amended) A transmitter for receiving ~~an advertisement containing~~ information from a service provider about a service and for conveying ~~said~~ the information ~~advertisement~~ to a handheld device, said transmitter comprising~~-~~:

means for defining a context ~~for~~ in said transmitter;

means for receiving ~~said~~ the ~~advertisement~~ information at said transmitter;

means for formatting ~~said~~ the information ~~advertisement~~ in said transmitter into a machine-readable form to produce a transmitted signal compatible with ~~said~~ the handheld device and relevant to said context; and

means for conveying said transmitted signal from said transmitter to ~~said~~ the handheld device located within said context, said information displayed to a user of ~~said~~ the handheld device if ~~said~~ the user has previously expressed an interest in ~~said~~ the service.

Claim 2 (original) The transmitter of claim 1 wherein said conveying means transmits a diffuse infrared signal.

Claim 3 (original) The transmitter of claim 2 wherein said diffuse infrared signal has a wavelength substantially in the range of 850 nanometers to 1250 nanometers.

Claim 4 (original) The transmitter of claim 2 wherein said diffuse infrared signal is generated by modulating an electric light.

Claim 5 (currently amended) The transmitter of claim 2 wherein said ~~information is in the~~ machine-readable form is ~~of~~ an XML element.

Claim 6 (currently amended) The transmitter of claim 5 wherein said ~~information in the form of an~~ XML element is encapsulated in an integrity element.

Claim 7 (original) The transmitter of claim 1 further comprising means for receiving a reply from said handheld device.

Claim 8 (original) The transmitter of claim 1 wherein said handheld device includes a plug-in, said plug-in associated with said interest.

Claim 9 (currently amended) A handheld device operating in a context associated with a transmitter conveying a transmitted signal, said handheld device comprising:

means for receiving said transmitted signal to form a received signal, said transmitted signal being formatted by the transmitter, said received signal ~~containing an advertisement~~ including ~~comprising~~ information from a service provider offering a service, said received signal further being present if said handheld device is located within said context, said context being communicatively associated with said transmitter; and

means for extracting said information ~~advertisement~~ if a user of said handheld device has expressed an interest in such a service.

Claim 10 (original) The handheld device of claim 9 wherein said means for extracting includes a plug-in, said plug-in associated with said expressed interest.

Claim 11 (original) The handheld device of claim 9 wherein said transmitted signal is a diffuse infrared signal.

Claim 12 (original) The handheld device of claim 9 further comprising means for displaying at least a portion of said information to said user.

Claim 13 (original) The handheld device of claim 12 further comprising means for accepting an input from said user, said input provided in response to said at least a portion of said information.

Claim 14: (currently amended) The handheld device of claim 9 ~~11~~ wherein said transmitter further includes means for receiving a reply from said handheld device, said reply generated in response to said input.

Claim 15: (currently amended) The handheld device of claim 9 wherein said information ~~advertisement is comprised of~~ includes a first XML element.

Claim 16: (currently amended) The handheld device of claim 15 wherein said information ~~advertisement~~ is encapsulated in an integrity element.

Claim 17: (currently amended) The handheld device of claim 16 wherein said integrity element ~~is comprised of~~ includes a second XML element.

Claim 18: (currently amended) The handheld device of claim 17 wherein said integrity element further includes:

a checksum value, said checksum value representative of said information ~~advertisement~~;

a size value, said size value indicating the size of said information ~~advertisement~~;

a seed value, said seed value being used in computing said checksum value; and

an operator, said operator being used in conjunction with said size value and said seed value to compute said checksum value.

Claim 19: (cancelled)

Claim 20: (cancelled)

Claim 21: (currently amended) The method of claim 25 ~~19~~ further comprising the step of utilizing a behavior of ~~said~~ the user to establish ~~said~~ the preference.

Claim 22: (currently amended) The method of claim 25 ~~19~~ further comprising the step of using a plug-in for establishing ~~said~~ the preference.

Claim 23: (cancelled)

Claim 24: (currently amended) The method of claim ~~23~~ 28 further comprising the step of generating ~~wherein said~~ the diffuse infrared signal ~~is generated~~ by modulating an electric light.

Claim 25: (currently amended) A method for establishing a context of a user located within a coverage area associated with a transmitter, said method comprising the steps of:

receiving information at the transmitter, the transmitter being communicatively associated with ~~at~~ a handheld device ~~communicatively associated with said transmitter~~, ~~said~~ the information being of interest to ~~a~~ the user of ~~said~~ the handheld device if located within ~~said~~ the coverage area;

formatting ~~said~~ the information into a first XML element;

encapsulating ~~said~~ the first XML element in a second XML element, ~~said~~ the second XML element being an integrity element;

converting ~~said~~ the first XML element and ~~said~~ the integrity element into a signal; and

emitting ~~said~~ the signal to ~~said~~ the handheld device located within ~~said~~ the coverage area, ~~said~~ the information displayed to ~~said~~ the user of ~~said~~ the handheld device if ~~said~~ the user has established a preference at a time prior to receiving ~~said~~ the signal;

~~whereby~~ wherein ~~said~~ the context for ~~said~~ the user having ~~a~~ the handheld device and located within ~~said~~ the coverage area has been determined.

Claim 26: (currently amended) The method of claim 25 further comprising the steps of:

emitting ~~wherein~~ a time element ~~is emitted~~ in conjunction with ~~said~~ the first XML element and ~~said~~ the integrity element~~, said~~ ; and

~~time element for use in~~ establishing a temporal context for ~~said~~ the user using the time element.

Claim 27: (currently amended) The method of claim 26 further comprising the step of forming ~~wherein said~~ the time element ~~is~~ from a time XML element.

Claim 28: (currently amended) The method of claim 25 further comprising the step of forming ~~wherein said~~ the signal ~~is~~ from a diffuse infrared signal.

Claim 29: (currently amended) A method for receiving contextual information contained in an emitted signal formatted by and received from a transmitter having a coverage area associated therewith, said method comprising the steps of:

establishing a preference for ~~said~~ the contextual information;

receiving ~~said~~ the emitted signal containing ~~said~~ the contextual information formatted by the transmitter, ~~said~~ the contextual information included in a broadcast XML element;

processing ~~said~~ the broadcast XML element to extract ~~said~~ the contextual information; and

displaying at least a portion of ~~said~~ the contextual information to ~~said~~ the user located within ~~said~~ the coverage area if ~~said~~ the preference was established prior to receiving ~~said~~ the broadcast XML element; ~~element.~~

~~whereby~~ wherein ~~said~~ the contextual information is received from ~~said~~ the transmitter.

Claim 30: (currently amended) The method of claim 29 wherein ~~said~~ the emitted signal includes an integrity XML element encapsulating ~~said~~ the broadcast XML element.

Claim 31: (currently amended) The method of claim 29 further comprising the step of forming ~~wherein said~~ the emitted signal ~~is~~ from a diffuse infrared signal.

Claim 32: (currently amended) The method of claim 31 further comprising the step of generating ~~said~~ the diffuse infrared signal ~~is generated~~ by modulating an electric light.

Claim 33: (currently amended) The method of claim 30 further comprising the step of establishing the preference by using ~~wherein~~ a plug-in ~~is used to establish said preference~~.

Claim 34: (currently amended) A method of utilizing executable code in a transmitter to establish a context of a user having a handheld device and operating within a coverage area associated with ~~said~~ the transmitter, ~~said~~ the method comprising the steps of:

receiving information about a service at ~~said~~ the transmitter, ~~said~~ the information being of interest to ~~a~~ the user of ~~said~~ the handheld device if ~~said~~ the user is located within ~~said~~ the coverage area;

formatting, in the transmitter, ~~said~~ the information into an XML element for conversion into a signal; and

emitting ~~said~~ the signal, from the transmitter, to ~~said~~ the handheld device located within ~~said~~ the coverage area, ~~said~~ the information displayed to ~~a~~ the user of ~~said~~ the handheld device.

Claim 35: (currently amended) The method of claim 34 further comprising the step of displaying ~~wherein said~~ the information ~~is only displayed~~ to ~~said~~ the user only if ~~said~~ the user has established a preference prior to receiving ~~said~~ the signal.

Claim 36: (currently amended) The method of claim 34 further comprising the steps of:

generating a time element; and

emitting ~~said~~ the time element in conjunction with ~~said~~ the XML element, ~~said~~ the time element for use in establishing a temporal context for ~~said~~ the user.

Claim 37: (currently amended) A method of utilizing executable code in a handheld device receiving a signal ~~from~~ formatted by a transmitter, said method comprising the steps of:

establishing a preference for information contained in ~~said~~ the signal, ~~said~~ the information being formatted by the transmitter as an XML element;

receiving ~~said~~ the signal at a communication interface communicatively associated with ~~said~~ the handheld device;

processing ~~said~~ the signal to extract ~~said~~ the information contained therein; and

displaying at least a portion of ~~said~~ the information to ~~a~~ the user located within ~~said~~ the coverage area.

Claim 38: (currently amended) The method of claim 37 further comprising the step of establishing the preference by using ~~wherein~~ a plug-in ~~establishes said preference~~.

Claim 39: (currently amended) The method of claim 37 further comprising the step of using ~~wherein said~~ the coverage area to defines a context for ~~said~~ the user receiving ~~said~~ the emitted signal.

Claim 40: (currently amended) The method of claim 37 further comprising the step of encapsulating ~~wherein said~~ the XML element ~~is encapsulated~~ in an integrity XML element.

Claim 41: (new) A system for providing contextually-relevant information to a user comprising:

means for receiving by the transmitter electronic raw data about a service;

means for determining by the transmitter said contextually-relevant information about said service from said electronic raw data;

means for formatting by the transmitter said contextually-relevant information into a standard machine-readable format;

means for transmitting by the transmitter said formatted contextually-relevant information;

means for receiving by a client said formatted contextually-relevant information;

means for providing to the user by the client said formatted contextually-relevant information.

Claim 42: (new) The system of claim 41 further comprising:

means for determining if said formatted contextually-relevant information is preferred by the user.

Claim 43: (new) The system of claim 41 further comprising:

means for packaging by the transmitter said formatted contextually-relevant information into at least one broadcast signal;

means for transmitting by the transmitter said at least one broadcast signal; and

means for receiving at the client said at least one broadcast signal.